

Superior Hiking Trail Association

Development and Communications Associate

Position Announcement

Application Closing Date: October 20, 2024



The Association

The Superior Hiking Trail Association (SHTA) protects, renews, and enhances the Superior Hiking Trail. We believe the Trail is a resource for everyone. Our staff work to improve the experience on the Trail and strive to connect the aspirations of those who use the Trail with those who care for the land. We are leading the charge by harnessing the power of volunteers, supporters, partners and trail users to break down barriers, engage participants, and create deeper relationships between people and nature. We do this for many reasons, but most importantly – to protect our natural landscape and preserve it so it can be enjoyed for generations to come.

Headquartered in Two Harbors, Minnesota, the Superior Hiking Trail Association manages, maintains and promotes over 300 miles of trail, 94 primitive campsites and over 60 trailheads. Our talented team is made up of five full-time and two part-time employees, 15-member Board of Directors, a handful of seasonal-contractors and hundreds of passionate volunteers that keep it all going.

This year SHTA celebrates 38 years of trail stewardship. To learn about what we do:

<https://superiorhiking.org/about-the-association/>

Position Summary

This position requires a detailed-oriented individual who is excited to serve SHTA's robust membership and donor community and provide communication support to assure the trail community is engaged, informed, and inspired! The Development & Communications Associate will work 20 hours per week, supervised by the Development and Communications Director to achieve together the organization's development and communication objectives. Focusing primarily on donor management, the Development & Communications Associate will support the design and execution of individual fundraising strategy and activities at SHTA. Tasks and responsibilities will include supporting the full year-round calendar of fundraising appeals and maintaining the fundraising database. The Development & Communications Associate will also contribute to the content creation for the

organization and assist in the distribution of communication through multiple platforms (Mailchimp, website, e-newsletter, etc).

The Development and Communications Associate position is the perfect opportunity for an energetic and committed individual who wants to master the mechanics of fundraising and communications for a member-based nonprofit. This position will assist in SHTA's growth through the implementation of multi-year fund development strategies, as well as support efforts to strengthen our communication platforms and outreach initiatives.

Primary Responsibilities and Qualifications

Responsibilities include, but are not limited to:

Fundraising

- Assist in the ongoing operations of membership and donor relations. Support the organization in their annual fundraising and outreach plan.
- Document gift entry in database and handle the gift acknowledgements process.
- Run reports through Salesforce donor/member database to support fundraising and outreach tasks and initiatives.
- Assist with the planning and execution of Annual Appeals and Membership Drives.
- Prepare fundraising reports for the Dev & Comm Director, Executive Director, and board.
- Help implement events and other outreach mechanisms that raise funds for the organization and build relationships with key stakeholders.
- Help ensure the SHTA's fundraising operations align with industry standards and emerging trends.
- Maintain the Fund Development & Communications Calendar.

Communications

- Help produce content for SHTA communications outlets: print and email newsletters, website, and social media channels.
- Compile content and distribute SHTA's annual e-newsletter, Trail Mix.
- Assist with the production of the twice annual organization publication, Ridgeline.
- Assist with incoming inquiries from the general public to ensure response in a timely manner.
- Assist the Development & Communications Director as needed with elements of the production and updates of trail information resources: Guidebook, Databook, and Trail Atlas maps.
- Assist in the organization's email platform, and maintain accurate and up-to-date email lists.
- Act as a SHTA ambassador. Represent SHTA at meetings and events as needed.
- Assist with marketing of retail items sold in the store and online.

- Regularly assess the SHTA's print and digital communications to ensure their relevance and effectiveness.

Other responsibilities

- Uphold the organization's commitment to equity, diversity, and inclusion in all fundraising and communications operations.
- Adhere to the SHTA's current Strategic Plan, and assist with development of future strategic plans and related annual work plans.
- Provide back-up office support and trail store customer service as needed.

Required Qualifications

- 2-years of higher education in communications, marketing, business administration, accounting or other related fields of study.
- At least one year experience working or volunteering in member-based fundraising and communications, or similar related activities.
- Demonstrated communications ability in all modern media.
- Detailed-oriented individual who embraces a dynamic work environment.
- Ability to work independently and enjoys being assigned and meeting deadlines.
- Excellent writing, oral and interpersonal communication skills
- Computer skills and proficiency with MS Office Suite and CRM or Donor Databases
- Ability to prioritize and manage time to effectively meet deadlines

Desired Qualifications

- An ability to roll with but also create surprises.
- Collaborative mindset. A desire to be part of a supportive team of exceptional staff.
- An understanding of the Superior Hiking Trail.
- Experience with and strong interest in some form of silent sports or outdoor recreation (e.g. hiking, biking, skiing, running).

Schedule

This 20 hour a week, part-time position is located in Two Harbors, Minnesota. Hybrid work arrangements are available, with a minimum 12 hours in the SHTA office required each week. Infrequent regional travel required.

Work hours need to be scheduled between Monday through Friday, 8am-5pm, with some flexibility. Some evening and weekend hours may be necessary for meetings and events.

Compensation and Benefits

Hourly rate is \$20/hour.

Benefits include paid safe and sick leave and the option to participate in a match retirement plan.

Diversity, Equity & Inclusion

The SHTA is committed to advancing equity through our work and to becoming a more inclusive organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability, and background) are strongly encouraged to apply.

Superior Hiking Trail Association is an Equal Opportunity Employer and does not discriminate on the basis of age, ancestry, color, creed, gender identity, marital status, military status, national origin, parental status, political ideology, race, religion, sex, sexual orientation, the presence of any sensory, mental or physical disability, or any other characteristic protected by law.

How to Apply

Please send the following application materials (1) letter of interest, (2) resume and (3) two references. Address your application to Tracy Olson, Administrator, tolson@superiorhiking.org

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